

SSM Brand Messaging

Workshop Worksheet

A knockout brand message comes from a super dialed-in business concept. The more narrow, the easier to be clear on what you offer and who it's for. The more niche, the easier to show up in search results. Avoid a general, sweeping, "I want to serve everyone" mindset. Be picky.

Why are you launching your business?

Who do you want to work with or serve most?

Who do you want to avoid attracting to your business?

What do you want your ideal customer to feel when they're working with you or buying your product?

List some keywords you want to be associated with your business.

List some keywords that would attract the wrong person to your business.

What's in a (business) name?

A business name needs to have selling potential and search power.

Selling potential:

- 1 It's easy to remember.
- 2 It makes sense for the product/service.
- 3 It's easy to pronounce.
- 4 It's a name that ignites a feeling.

Search power:

- 1 It includes keywords that people would search to get what you're offering.
 - 2 It isn't too similar to other brands that it will get confused in a search.
 - 3 It works as it's own domain.
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Tagline Tryout

A great tagline will confirm your customer is in the right place - and ward off leads that are not a fit.

You offer (insert specific service or products) so (your ideal customer) can get/feel/transform into (the most common solution/feeling/outcome your target audience is looking for)

You offer _____ so _____ can
get/feel/transform into _____

Tagline Tips:

- Simple and direct is good but if you can switch out a couple of words to evoke stronger feelings, go for it.
 - Make sure your tagline states any major need-to-knows. If your service only works for a certain amount of time, if your products change frequently, if you serve a specific area, exc.
 - If there are extra fluff words, cut them and get as concise as possible.
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Boilerplate Brainstorm

A boilerplate description of a business is a concise 4-5 sentence overview you can use in emails, press releases, blogs, websites and more. It's a great way to refine how you're going to present your business across many mediums and even in networking conversations.

The boilerplate can include a few of the extra aspects of your business you can't fit in a title and tagline. It does not have to be as catchy or creative as website copy. Build off your tagline brainstorming and write your business boilerplate to neatly and clearly state in 3-4 sentences exactly what your business will do.

Remember, friend:

As you've worked through your key brand messaging, you're sure to have ideas, points, keywords and more to keep ruminating on for later - feel free to jot these in the notes section below.

The great thing about starting a business is ***you don't have to have it all perfectly written right away.***

Give yourself permission to start with your best effort and then continue to refine as you

- Get to know yourself as a business owner
- Get more familiar with your ideal customer
- Evaluate what seems to resonate and what doesn't
- Keep investing in education that helps you effectively communicate

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